

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUG 1981

	EVENING 7:00-11:00 PM										AM 7:00-11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	13.8 8	14.0 7	15.0 24	12.2 3	9.5 3	12.8 8	15.3 23	13.0 31	11.9 27	14.2 36	13.4 63	13.9 18	13.5 81

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)									Sports			
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	7.4 5	10.8 3	5.2 12	7.2 13	4.9 8	8.0 4	6.1 13	7.2 12	6.8 25	4.3 32	6.7 5	4.9 8	5.9 13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 9, 1981

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	20.1	15,640	10	M*A*S*H	18.0	14,000
2	FACTS OF LIFE	20.0	15,560	10	QUINCY, M.E.#	18.0	14,000
3	THREE'S COMPANY	19.2	14,940	12	ROYAL WEDDING PREVIEW(S)	17.5	13,620
4	HART TO HART	19.1	14,860	13	LOU GRANT	17.3	13,460
5	DIFF'RENT STROKES	18.9	14,700	14	DUKES OF HAZZARD	17.2	13,380
6	TRAPPER JOHN, M.D.	18.6	14,470	15	BIG EVENT#	16.8	13,070
7	IT'S A LIVING	18.5	14,390	16	ALICE	16.7	12,990
7	JEFFERSONS	18.5	14,390	17	20/20	16.6	12,910
9	60 MINUTES	18.1	14,080				

ABC WRLD NEWS TONIGHT-SUN	37	157	83	A	6.2	16	482
1 SUN. 6.30P 30 ABC N				B	8.4	17	654
ALICE	31	195	191	99	98	A	16.7 29 1299
SUN. 9.00P 30 CBS CS				B	21.0	32	1634
ALL LIVED HAPPILY-AFTER(S)		186		99	A	9.7	19 755
2 TUE. 8.30P 30 CBS CS							
ARCHIE BUNKER'S PLACE	30	195	190	98	98	A	13.9 27 1081
SUN. 8.00P 30 CBS CS				B	18.8	31	1463
BARBARA MANDRELL	32	207	193	98	98	A	11.2 26 871
SAT. 8.00P 60 NBC GV				B	14.7	28	1144
BARNEY MILLER	35	200	201	98	98	A	15.2 29 1183
THU. 9.00P 30 ABC CS				B	17.4	29	1354
BARNEY MILLER SPECIAL(S)		200		98	A	16.5	34 1284
2 THU. 8.30P 30 ABC CS							
BENSON	35	201	195	98	97	A	13.3 30 1035
FRI. 8.00P 30 ABC CS				B	14.7	27	1144
BIG EVENT	38	202		99	A	16.8	30 1307
1 SUN. 9.00P 120 NBC FV				B	17.8	28	1385
BJ AND THE BEAR	12	192		95	A	7.9	17 615
1 SAT. 9.00P 60 NBC A				B	10.0	20	778
BOSOM BUDDIES	32	202		99	A	14.3	29 1113
1 THU. 8.30P 30 ABC CS				B	16.4	27	1276
BULBA(S)		192		98	A	9.3	18 724
2 MON. 8.00P 30 ABC CS							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1981 REPORT

PROGRAM AUDIENCE ESTIMATES (REPEATED)																											
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES					
									K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D					30	207	205	99	99	A	20.0	34	1556	MAJOR LEAGUE ALLSTAR PRE(S)						213	99	A	13.7	29	1066		
FACTS OF LIFE														2 SUN. 8.00P 15 NBC SC													
WED. 9.30P					30	NBC	CS	A	19.0	31	1478	MAJOR LEAGUE ALLSTAR GAME(S)						213	99	A	20.1	36	1564				
												2 SUN. 8.15P 225 NBC SE															
FANTASY ISLAND					37	201	193	99	97	A	14.7	30	1144	M*A*S*H					35	196	193	99	99	A	18.0	32	1400
SAT. 10.00P														1 MON. 9.03P 30 CBS CS													
FLAMINGO ROAD					5		200	99	A	11.9	22	926	2 MON. 9.00P 30					36	201	203	98	98	A	14.0	30	1089	
2 MON. 10.00P													60 NBC GD														
GAMES PEOPLE PLAY					6	193	185	98	95	A	8.0	17	622	MORK & MINDY					36	201	203	98	98	A	14.0	30	1089
SAT. 10.00P														THU. 8.00P 30 ABC CS													
HAPPY DAYS					34		206	99	A	16.4	34	1276	NBC FRIDAY NIGHT MOVIE					6		179	94	A	10.8	21	840		
2 TUE. 8.00P													2 FRI. 8.30P 150 NBC FF														
HARPER VALLEY					25	193	190	96	96	A	10.0	22	778	NBC MAGAZINE					12	186	189	97	97	A	10.8	23	840
FRI. 8.00P														THU. 8.00P 60 NBC DN													
HART TO HART					31	205	203	99	99	A	19.1	35	1486	NBC NEWS UPDATE-M-F					207	175	175	92	91	A	10.9	21	848
TUE. 10.00P														1 MON. 9.43P 1 NBC N													
HILL STREET BLUES					13	208	201	99	98	A	12.1	21	941	1 TU-F 8.58P 1					42	185	173	94	93	A	10.3	22	801
TUE. 9.00P														2 MON. 9.05P 1													
HOUSE CALLS					35	196	190	98	98	A	16.3	28	1268	2 TU-TH 8.58P 1					42	185	173	94	93	A	10.3	22	801
1 MON. 9.33P														2 FRI. 8.28P 1													
2 MON. 9.30P					30	CBS	CS	B	20.8	32	1618	NBC NEWS UPDATE-SAT.					42	185	173	94	93	B	12.2	22	949		
												SAT. 8.58P 1 NBC N															

I LOVE HER ANYWAY(S)				190	98	A	9.7	18	755	NBC NEWS UPDATE-SUN.				42	182	189	94	95	A	13.6	27	1058			
2 MON. 8.30P 30 ABC CS										1 SUN. 8.58P 1 NBC N									B	17.8	27	1385			
INCREDIBLE HULK				193	184	96	95	A	9.5	21	739	2 SUN. 8.14P 1													
FRI. 8.00P 60 CBS SF								B	14.6	27	1136	NBC NEWS UPDATE-2-M-F				49	180	179	89	88	A	10.6	19	825	
IT'S A LIVING				3	203	207	99	99	A	18.5	32	1439	TUE. 9.58P 1 NBC N								B	12.1	20	94	
TUE. 9.30P 30 ABC CS								B	17.4	31	1354	1 THU. 9.51P 1													
JEFFERSONS				31	191	187	99	98	A	18.5	31	1439	2 THU. 9.57P 1												
SUN. 9.30P 30 CBS CS								B	21.9	34	1704	NBC NEWS UPDATE-2-SAT.				12				90	A	8.1	16	630	
KNOTS LANDING				8	196	195	98	97	A	13.3	24	1035	2 SAT. 9.58P 1 NBC N								B	8.9	17	692	
THU. 10.00P 60 CBS GD								B	12.6	23	980	NBC NEWS UPDATE-2-SUN.				9	189			92	A	15.0	25	1167	
KRYPTON FACTOR				1		194		95	A	11.0	22	856	1 SUN. 9.55P 1 NBC N								B	13.3	22	1035	
2 FRI. 8.30P 30 ABC QG								B	11.0	22	856	NBC NIGHTLY NEWS-SAT.				38	162	161	86	86	A	7.1	18	552	
LAVERNE & SHIRLEY				33		209		99	A	16.0	32	1245	SAT. 6.30P 30 NBC N								B	8.6	18	669	
2 TUE. 8.30P 30 ABC CS								B	19.0	31	1478	NBC NIGHTLY NEWS-SUN.				33	164	156	84	81	A	7.2	18	560	
LITTLE HOUSE-PRAIRIE				39	214	211	99	99	A	13.1	24	1019	SUN. 6.30P 30 NBC N								B	7.6	15	591	
1 MON. 8.30P 120 NBC GD								B	19.3	30	1502	NBC NIGHTLY NEWS				207	208	208	99	99	A	10.1	22	786	
2 MON. 8.00P 120												M-F 6.30P 30 NBC N								B	12.0	23	934		
LOBO				25	191	200	96	96	A	11.8	23	918	NBC THURSDAY NIGHT MOVIES				34	188	188	95	95	A	11.7	22	910
TUE. 8.00P 60 NBC A								B	14.8	25	1151	THU. 9.00P 120 NBC FF								B	15.0	25	1167		
LOU GRANT				33	190	200	99	99	A	17.3	32	1346	NERO WOLFE				8		190		94	A	11.4	21	887
1 MON. 10.03P 60 CBS GD								B	18.5	31	1439	2 TUE. 10.00P 60 NBC PD								B	10.9	19	848		
2 MON. 10.00P 60												NEWSBREAK-M-F				185	172	169	90	90	A	10.2	20	794	
LOVE BOAT				39	204	198	99	97	A	15.3	32	1190	1 MON. 9.01P 1 CBS N								B	14.6	24	1136	
SAT. 9.00P 60 ABC CS								B	21.7	39	1688	1 TUE. 8.30P 1													
MAGNUM, P.I.				27	199	198	98	98	A	14.1	26	1097	1 W & TH 8.58P 1												
THU. 9.00P 60 CBS PD								B	18.7	30	1455	CONT'D													

ROYAL WEDDING PREVIEW(S)	206	99	A	17.5	32	1362
1 TUE. 8.00P 60 ABC N						
ROYAL WEDDING REVIEW-NBC(S)	204	99	A	14.7	26	1144
1 WED. 10.00P 60 NBC N						
SEIZURE:STRY KATHY MORRIS(S)	190	99	A	14.8	27	1151
2 TUE. 9.00P 120 CBS GD						
60 MINUTES 44	206	200	99	99	A	18.1
SUN. 7.00P 60 CBS DN			B			24.6
STEVE ALLEN COMEDY HR(S)	181	96	A	10.6	22	825
1 FRI. 10.00P 60 NBC CV						
STEVE ALLEN COMEDY HOUR(S)	189	97	A	9.8	20	762
2 SAT. 9.00P 60 NBC CV						
TAXI 25	201	201	98	98	A	15.8
THU. 9.30P 30 ABC CS			B			16.7
THOSE AMAZING ANIMALS 29	190	180	97	96	A	6.2
SUN. 7.00P 60 ABC PV			B			12.5
THREE'S COMPANY 35	207	207	99	99	A	19.2
TUE. 9.00P 30 ABC CS			B			21.0
TIM CONWAY SHOW 7	181	98	A	13.5	25	1050
2 MON. 8.30P 30 CBS CV			B			13.7
TRAPPER JOHN, M.D. 28	192	186	99	99	A	18.6
SUN. 10.00P 60 CBS GD			B			19.9
20/20 39	197	200	99	99	A	16.6
THU. 10.00P 60 ABC DN			B			17.2

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PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D															TEXAS														THREE'S COMPANY DAYTIME												
GOOD MORNING, AMERICA-9AM(S)															M-F														1 MTUTHF 11.00A 60 ABC CS												
1 WED. 9.00A 60 ABC N															1 WED. 11.47A 13														2 MON. 11.11A 49												
GOOD MORNING, AMERICA-10A(S)															2 TUTHF 11.00A 60														2 WED. 11.07A 53												
1 WED. 10.00A 60 ABC N															TODAY ROYAL WEDDING-PT.1(S)														1 WED. 8.00A 30 NBC N												
GUIDING LIGHT															1 WED. 9.00A 180 NBC N														TODAY SHOW-7.30AM												
M-F 3.00P 60 CBS DD															1 MTUTHF 7.30A 30 NBC N														1 WED. 7.38A 22												
JEFFERSONS M-F															2 M-F 7.30A 30														TODAY SHOW-8.30AM												
1 M-F 10.00A 30 CBS CS															M-F 8.30A 30 NBC N														WHEEL OF FORTUNE												
2 MTUWF 10.00A 30															1 MTUTHF 11.00A 30 NBC QG														2 MON. 11.12A 18												
LAS VEGAS GAMBIT															2 MON. 11.12A 18																										
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MAGAZINE(S)																																									
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NEWSBREAK-3.57				203	176	176	94	94	A	5.9	19	459	2 TU-F	11.00A	30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			
						K	AVG.	SHARE	AVG.							K	AVG.	SHARE	AVG.
WK	DAY	START	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	WK	DAY	START	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2
#		TIME				KEY	AUD.	%	AUD.	#		TIME				KEY	AUD.	%	AUD.
							(0,000)										(0,000)		
WEEKEND DAYTIME CONT'D																			
ASK NBC NEWS-9:58AM					42	202	202	98	98	A	3.6	18	280						
SAT.		9.58A	2	NBC	CN					B	4.5	19	350						
BATMAN & SUPER 7 I					10	202	202	98	98	A	3.8	20	296						
SAT.		9.30A	30	NBC	CA					B	3.6	19	280						
BATMAN & SUPER 7 II					10	202	202	98	98	A	3.9	18	303						
SAT.		10.00A	30	NBC	CA					B	4.1	20	319						
BUGS BUNNY/ROAD RUNNER 1					21	201	203	99	99	A	3.7	30	288						
SAT.		8.30A	30	CBS	CA					B	4.7	29	366						
BUGS BUNNY/ROAD RUNNER 2					21	201	203	99	99	A	5.7	35	443						
SAT.		9.00A	30	CBS	CA					B	6.5	34	506						
BUGS BUNNY/ROAD RUNNER 3					21	203	203	99	99	A	6.5	33	506						
SAT.		9.30A	30	CBS	CA					B	7.2	33	560						
CANADIAN OPEN GOLF-SAT.(S)						161		90		A	2.8	10	218						
1 SAT.		3.30P	60	CBS	SE														
CANADIAN OPEN GOLF-SUN.(S)						187		98		A	5.3	18	412						
1 SUN.		2.00P	120	CBS	SE														
CBS SPORTS SATURDAY					14	165	163	90	87	A	4.5	14	350						
1 SAT.		4.30P	90	CBS	SA					B	4.9	16	381						
2 SAT.		4.48P	72																
GREATEST SUPERFRIENDS-2					38														
SAT.		8.30A	30	ABC	CA														
HEATHCLIFF & DINGBAT					42	195	194	99	98	A	5.7	26	443						
SAT.		11.00A	30	ABC	CA					B	6.4	27	498						
HONG KONG PHOOEY					10	197	193	96	95	A	4.6	21	358						
SAT.		11.30A	30	NBC	CA					B	4.4	20	342						
IN THE NEWS- 8.26AM					21	190	191	97	97	A	2.6	26	202						
SAT.		8.26A	3	CBS	CN					B	3.4	25	265						
IN THE NEWS- 8.56AM					21	201	203	99	99	A	4.3	33	335						
SAT.		8.56A	3	CBS	CN					B	5.2	30	405						
IN THE NEWS- 9.26AM					21	201	203	99	99	A	6.4	37	498						
SAT.		9.26A	3	CBS	CN					B	7.1	36	552						
IN THE NEWS-10.26AM					21	196	196	97	97	A	6.7	31	521						
SAT.		10.26A	3	CBS	CN					B	6.1	27	475						
IN THE NEWS-11.56AM					21	193	191	98	98	A	5.3	24	412						
SAT.		11.56A	3	CBS	CN					B	5.7	25	443						
IN THE NEWS-12.26PM					21	184	188	98	98	A	4.7	20	366						
SAT.		12.26P	3	CBS	CN					B	5.3	22	412						
IN THE NEWS-12.56PM					21	171	173	92	92	A	4.6	19	358						

CBS SPORTS SUNDAY					13	168	172	93	92	A	7.4	22	576						
1 SUN.		4.00P	120	CBS	SA					B	6.4	21	498						
2 SUN.		4.39P	81																
DAFFY DUCK SHOW					43	198	198	97	97	A	4.2	19	327						
SAT.		10.30A	30	NBC	CA					B	5.3	22	412						
DEAR ALEX & ANNIE-11.55AM					40	186	185	96	96	A	4.8	22	373						
SAT.		11.55A	4	ABC	CN					B	5.3	22	412						
DEAR ALEX & ANNIE-11.26AM					44	127	128	82	83	A	2.5	11	195						
SUN.		11.26A	3	ABC	CN					B	3.3	14	257						
DRAK PACK					21	171	173	92	92	A	5.0	22	389						
SAT.		12.30P	30	CBS	CA					B	5.4	22	420						
FACE THE NATION					44	185	181	99	98	A	3.9	18	303						
SUN.		11.30A	30	CBS	CC					B	3.7	15	288						
FLINTSTONES					10	166	151	85	75	A	3.2	14	249						
SAT.		12.30P	30	NBC	CA					B	3.1	13	241						
FLINTSTONE'S COMEDY SHW 1					11	192	190	96	96	A	1.4	17	109						
SAT.		8.00A	30	NBC	CA					B	1.5	17	117						
FLINTSTONE'S COMEDY SHW 2					11	192	189	96	96	A	2.2	19	171						
SAT.		8.30A	30	NBC	CA					B	2.4	19	187						
FONZ/HAPPY DAYS GANG					37	193	191	99	99	A	4.3	26	335						
SAT.		9.00A	30	ABC	CA					B	6.2	31	482						
GODZILLA					10	201	200	99	99	A	3.5	23	272						
SAT.		9.00A	30	NBC	CA					B	3.3	21	257						
GREATEST SUPERFRIENDS-1					38	176	174	92	92	A	2.2	27	171						
SAT.		8.00A	30	ABC	CA					B	3.4	26	265						
SAT.		12.56P	3	CBS	CN														
IN THE NEWS- 1.26PM					21	170	165	92	91	A	5.2	21	405						
SAT.		1.26P	3	CBS	CN					B	4.4	19	342						
IN THE NEWS-8.26AM-SUN					9	48		31		A	.5	8	39						
1 SUN.		8.26A	3	CBS	CN					B	.7	7	54						
IN THE NEWS-10.56AM					21	197	197	98	98	A	6.2	29	482						
SAT.		10.56A	3	CBS	CN					B	5.6	24	436						
IN THE NEWS-11.26AM					21	193	191	98	98	A	5.9	27	459						
SAT.		11.26A	3	CBS	CN					B	5.7	25	443						
ISSUES AND ANSWERS					40	189	183	98	97	A	3.0	12	233						
SUN.		12.00N	30	ABC	CC					B	3.7	14	288						
JASON OF STAR COMMAND					21	170	165	92	91	A	4.6	20	358						
SAT.		1.00P	30	CBS	CL					B	5.0	20	389						
JETSON'S					10	198	195	97	97	A	4.6	21	358						
SAT.		11.00A	30	NBC	CA					B	4.7	21	366						
JONNY QUEST					41	169	156	86	77	A	3.7	16	288						
SAT.		12.00N	30	NBC	CA					B	4.4	17	342						
KIDS ARE PEOPLE TOO I					44	127	128	82	83	A	2.3	12	179						
1 SUN.		10.30A	34	ABC	CL					B	2.9	13	226						
2 SUN.		10.30A	36																
KIDS ARE PEOPLE TOO II					43	127	128	82	83	A	2.4	11	187						
1 SUN.		11.04A	26	ABC	CL					B	3.3	14	257						
2 SUN.		11.06A	24																
MEET THE PRESS					44	200	199	98	97	A	4.3	18	335						
SUN.		12.30P	30	NBC	CC					B	4.1	16	319						

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2						K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2						K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																				TIME OUT-10:28AM										43	202	202	98	98	A	4.0	19	311
NAT'L LONG DRIVING CHAMP(S)											188		91		A	4.5	15	350	SAT. 10.28A 2 NBC CN															B	4.6	19	358	
2 SUN. 3.00P 30 ABC SE																				TIME OUT-11:28AM										43	198	195	97	97	A	4.6	21	358
NATIONAL SPORTS FESTIVAL(S)											198		98		A	6.3	19	490	SAT. 11.28A 2 NBC CN															B	5.1	21	397	
1 SUN. 4.00P 120 ABC SE																				TIME OUT-12:28PM										42	169	156	86	77	A	3.1	14	241
NBC SPORTS-SUMMER SEASON										7	196	204	93	96	A	4.6	17	358	SAT. 12.28P 2 NBC CN															B	4.0	15	311	
1 SAT. 3.00P 180 NBC SA															B	5.3	20	412	TOM AND JERRY										21	190	191	97	97	A	2.2	24	171	
2 SAT. 2.00P 180																				SAT. 8.00A 30 CBS CA															B	3.0	24	233
NEW FAT ALBERT SHOW										21	184	188	98	98	A	4.9	21	381	US CLAY COURT TENNIS-SAT(S)											167		93		A	3.2	11	249	
SAT. 12.00N 30 CBS CA															B	5.5	23	428	2 SAT. 3.00P 108 CBS SE																			
PGA CHAMPIONSHIP-SAT(S)											200		99		A	4.8	17	373	US CLAY COURT TENNIS-SUN(S)											184		97		A	4.1	13	319	
2 SAT. 3.00P 120 ABC SE															A	6.1	17	475	2 SUN. 2.00P 159 CBS SE																			
PGA CHAMPIONSHIP-SUN(S)											205		99																									
2 SUN. 3.30P 210 ABC SE																																						
PLASTICMAN/BABY PLAS SHOW										42	186	185	96	96	A	5.3	25	412																				
SAT. 11.30A 30 ABC CA															B	5.8	25	451																				
RICHIE RICH										37	194	192	99	99	A	6.2	32	482																				
SAT. 9.30A 30 ABC CA															B	7.2	31	560																				
SCHOOLHOUSE ROCK-8.26AM										38	176	174	92	92	A	2.4	26	187																				
SAT. 8.26A 3 ABC CN															B	4.0	28	311																				

SCHOOLHOUSE ROCK-10.26AM	42	193	192	98	99	A	6.3	29	490
SAT. 10.26A 3 ABC CN						B	7.4	30	576
SCHOOLHOUSE ROCK-10.56AM	37	194	193	99	98	A	5.6	26	436
SAT. 10.56A 3 ABC CN						B	6.9	28	537
SCHOOLHOUSE ROCK-11.55AM	38	135	134	86	86	A	2.2	9	171
SUN. 11.55A 4 ABC CN						B	2.8	11	218
SCOOPY & SCRAPPY DOO	37	193	192	98	99	A	7.1	33	552
SAT. 10.00A 30 ABC CA						B	8.1	33	630
SPORTSWORLD	28	196	191	97	94	A	8.1	24	630
SUN. 4.00P 90 NBC SE						B	6.6	18	513
SUNDAY MORNING	44	144	143	88	88	A	3.9	25	303
SUN. 9.00A 90 CBS N						B	4.3	23	335
TARZAN/LONE RANGER-1	7	193	191	98	98	A	6.1	28	475
SAT. 11.00A 30 CBS CA						B	5.9	26	459
TARZAN/LONE RANGER-2	7	193	191	98	98	A	5.7	26	443
SAT. 11.30A 30 CBS CA						B	6.1	27	475
30 MINUTES	21	178	174	94	93	A	4.1	17	319
SAT. 1.30P 30 CBS DN						B	4.0	16	311
THUNDARR-THE BARBARIAN	42	194	193	99	98	A	6.0	28	467
SAT. 10.30A 30 ABC CA						B	7.2	29	560
TIME OUT-8:28AM	44	192	190	96	96	A	2.2	24	171
SAT. 8.28A 2 NBC CN						B	3.1	24	241
TIME OUT-9:28AM	43	201	200	99	99	A	3.6	22	280
SAT. 9.28A 2 NBC CN						B	4.3	21	335

KEY: A= CURRENT REPORT B= SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 27, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)									19,450 25.0							
	ABC TV					REAGANS ADDRESS- ABC (SUS)	DEMOCRATIC REPLY (SUS)						ABC MONDAY NIGHT MOVIE YOU LIGHT UP MY LIFE(R) (9:00-10:55PM) (OP)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)									9,960 12.8	11.0*		12.7*		13.2*		14.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									23 11.2	19* 10.8		21* 12.4		23* 13.6	14.9	27* 13.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,380 17.2			16,100 20.7		14,940 19.2		18,750 24.1			
	CBS TV					REAGAN ADDRESS- CBS (8:00-8:33PM) (SUS)	WKRP IN CINCINNATI (R)(8:33-9:03PM) (-OP)			W*A*S*H (R)(9:03-9:33PM) (-OP)(OP)		HOUSE CALLS (R)(9:33-10:03PM) (-OP)(OP)		LOU GRANT (R)(10:03-11:03PM) (-OP)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					11,440 14.7				14,160 18.2		13,150 16.9		13,770 17.7	15.8*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 13.9				32 14.9		29 17.2		32 19.0	27* 16.1	15.9	35* 18.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						17,970 23.1										
	NBC TV					REAGAN ADDRESS- NBC (SUS)				LITTLE HOUSE-PRAIRIE (R)(OP)(SUS-OP)						DEMOCRATIC RESPONSE-NBC (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)					9,260 11.9	10.6*			11.4*		11.7*		14.1*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 10.2	20* 11.0			20* 11.3		20* 11.4		24* 11.7	14.2		

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					9,260 11.9		8,710 11.2		18,210 23.4							
	ABC TV					BULBA		I LOVE HER ANYWAY					ABC MONDAY NIGHT MOVIE THE DOVE(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					7,240 9.3		7,550 9.7		10,890 14.0	11.5*		13.8*		15.2*		15.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 9.7		18 8.9		25 9.0	20* 10.5		24* 10.9		28* 12.1	15.1	29* 13.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					12,990 16.7		11,980 15.4		16,260 20.9		13,930 17.9		16,730 21.5			
	CBS TV					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,890 14.0		10,500 13.5		13,850 17.8		12,210 15.7		13,070 16.8	17.0*		16.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 13.5		25 14.4		32 13.4		27 13.5		31 17.0	31* 18.7	16.9	31* 15.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					18,670 24.0								11,980 15.4			
	NBC TV									LITTLE HOUSE-PRAIRIE (R)(OP)(SUS-OP)				FLAMINGO ROAD (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	11.9*			14.6*		15.2*		9,260 11.9	11.7*		12.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 10.8	23* 13.0			27* 14.2		27* 15.0		22 11.8	21* 11.6	12.0	23* 12.1

TV HOUSEHOLDS USING TV	WK. 1	47.7	48.4	47.5	48.6	48.5	51.2	52.0	53.9	55.8	57.6	58.5	59.6	57.5	55.9	53.8	51.2
(See Def. 1)	WK. 2	50.4	50.5	49.7	50.2	49.9	51.5	52.4	53.8	55.6	56.5	56.9	57.5	54.7	54.7	53.9	52.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. MON. AUG. 3, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 28, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						18,670 24.0				16,340 21.0		16,100 20.7		20,770 26.7			
	ABC TV						ROYAL WEDDING PREVIEW				THREE'S COMPANY (R)		IT'S A LIVING (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)						13,620 17.5	16.8*		18.2*	14,320 18.4		14,160 18.2		14,550 18.7	16.6*		20.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 16.5	32 * 17.2		33 * 18.8	32 17.7		31 17.7		35 16.7	30 * 16.4		40 * 20.4
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						9,260 11.9		18,670 24.0									
	CBS TV						CRONKITE'S UNIVERSE				CBS TUESDAY NIGHT MOVIES STUNT SEVEN(R)(OP)				DEMOCRATIC REBUTTAL (SUB)			
	AVERAGE AUDIENCE (Households (000) & %)						7,860 10.1		10,190 13.1	8.8*		12.6*		14.5*		16.3*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 10.2		23 10.0	16 * 8.3		22 * 12.4		25 * 14.3		29 * 16.2		16.5
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						13,770 17.7				13,690 17.6				14,860 19.1			
	NBC TV						LOBO (R)(OP)				HILL STREET BLUES (R)(OP)				ROYAL WEDDING PRE-NBC			
	AVERAGE AUDIENCE (Households (000) & %)						9,650 12.4	11.4*		13.5*	9,490 12.2	12.1*		12.3*	10,890 14.0	13.2*		14.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 10.7	21 * 12.2		24 * 13.1	21 12.2	21 * 12.0		21 * 12.3	26 13.1	24 * 13.3		28 * 15.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,860 19.1		14,160 18.2		17,580 22.6		16,420 21.1		19,060 24.5			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		IT'S A LIVING (OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)						12,760 16.4		12,450 16.0		15,560 20.0		14,550 18.7		15,090 19.4	19.3*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 15.5		32 17.4		36 19.1		33 20.9		35 19.2	34 * 19.5		36 * 19.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						9,100 11.7		9,020 11.6		17,660 22.7							
	CBS TV						CRONKITE'S UNIVERSE		ALL LIVED HAPPILY-AFTER (OP)		SEIZURE:STRY KATHY MORRIS (R)							
	AVERAGE AUDIENCE (Households (000) & %)						7,860 10.1		7,550 9.7		11,510 14.8	12.2*		14.4*		16.5*		16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 10.1		19 10.0		27 11.6	22 * 12.7		25 * 14.1		29 * 16.5		30 * 16.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						11,750 15.1				12,990 16.7				10,890 14.0			
	NBC TV						LOBO (R)(OP)				HILL STREET BLUES (R)(OP)				NERO WOLFE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,640 11.1	10.3*		11.9*	9,260 11.9	11.4*		12.3*	8,870 11.4	11.3*		11.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 9.9	22 * 10.7		24 * 11.8	21 11.3	21 * 11.5		22 * 12.1	21 11.3	20 * 11.4		21 * 11.3
TV HOUSEHOLDS USING TV		WK. 1	48.7	49.0	49.3	51.0	52.2	54.4	55.2	56.9	56.4	57.5	58.1	58.4	55.9	55.5	53.4	50.9
(See Def. 1)		WK. 2	47.2	46.7	45.7	47.4	46.6	48.9	49.6	51.1	54.0	56.1	56.7	57.4	56.2	55.8	55.1	53.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. AUG.4, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		12,990 16.7				14,160 18.2				12,840 16.5			
ABC TV		CHARLIE'S ANGELS (R)				CHARLES AND DIANA WEDDING (OP)				DYNASTY (R)			
AVERAGE AUDIENCE (Households (000) & %)		8,790 11.3				9,880 12.7				9,260 11.9			
SHARE OF AUDIENCE %		21				22				21			
AVG. AUD. BY ¼ HR. %		10.6				11.5				11.9			
TOTAL AUDIENCE (Households (000) & %)		17,660 22.7				21,630 27.8							
CBS TV		CBS NEWS SPEC RPT. 8PM (OP)				CBS WEDNESDAY NIGHT MOVIE CHAMPIONS: A LOVE STORY(R)							
AVERAGE AUDIENCE (Households (000) & %)		12,840 16.5				12,680 16.3							
SHARE OF AUDIENCE %		30				28				32			
AVG. AUD. BY ¼ HR. %		14.8				14.1				17.6			
TOTAL AUDIENCE (Households (000) & %)		15,020 19.3				15,720 20.2				16,180 20.8			
NBC TV		REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				FACTS OF LIFE (R)(SUS-OP)			
AVERAGE AUDIENCE (Households (000) & %)		10,660 13.7				14,000 18.0				11,440 14.7			
SHARE OF AUDIENCE %		25				31				26			
AVG. AUD. BY ¼ HR. %		13.4				17.0				14.8			

TOTAL AUDIENCE (Households (000) & %)		11,280 14.5				15,020 19.3							
ABC TV		CHARLIE'S ANGELS (R)				DYNASTY (R)(OP)							
AVERAGE AUDIENCE (Households (000) & %)		8,090 10.4				7,940 10.2							
SHARE OF AUDIENCE %		21				18				22			
AVG. AUD. BY ¼ HR. %		9.3				8.5				11.5			
TOTAL AUDIENCE (Households (000) & %)		12,990 16.7				16,730 21.5							
CBS TV		WRLD-CUCKOO, CRAZY ANIMALS (OP)				CBS WEDNESDAY NIGHT MOVIE THE GOLDEN GATE MURDERS(R)							
AVERAGE AUDIENCE (Households (000) & %)		8,250 10.6				11,670 15.0							
SHARE OF AUDIENCE %		21				27				29			
AVG. AUD. BY ¼ HR. %		10.5				12.6				16.0			
TOTAL AUDIENCE (Households (000) & %)		16,880 21.7				17,190 22.1				18,750 24.1			
NBC TV		REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				FACTS OF LIFE (R)(SUS-OP)			
AVERAGE AUDIENCE (Households (000) & %)		11,670 15.0				15,330 19.7				14,000 18.0			
SHARE OF AUDIENCE %		30				36				32			
AVG. AUD. BY ¼ HR. %		13.4				18.8				17.9			

TV HOUSEHOLDS USING TV	WK 1	44	40.8	50.0	51.2	51.9	53.8	56.0	56.5	57.4	58.6	59.7	59.6	57.4	55.9	55.6	53.9
(See Def. 1)	WK 2	44	48.5	46.8	47.0	46.8	48.6	51.2	53.7	53.5	55.6	57.4	58.4	57.3	56.5	55.6	54.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE. THU. AUG. 6, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 31, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		11,750 15.1		10,270 13.2		16,800 21.6		ABC FRIDAY NIGHT MOVIE KINGDOM OF THE SPIDERS												
	ABC TV		{		BENSON (R)		DR. GLOSS PONTOFFEL POCK (R)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)		{		10,040 12.9		8,480 10.4		10,270 13.2		11.6*		12.1*		14.2*		14.7*						
	SHARE OF AUDIENCE %		{		30		24		27		24*		24*		29*		30*						
	AVG. AUD. BY ¼ HR. %		{		12.2		13.5		11.1		12.1		11.9		12.3		13.9		14.5		14.4		15.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		10,890 14.0		16,420 21.1		14,080 18.1		DALLAS (R)												
	CBS TV		{		INCREDIBLE HULK (R)(OP)		DUKES OF HAZZARD (R)																
	AVERAGE AUDIENCE (Households (000) & %)		{		6,610 8.5		12,450 16.0		10,430 13.4		13.3*		13.3*		13.6*								
	SHARE OF AUDIENCE %		{		19		33		27		27*		27*		28*								
	AVG. AUD. BY ¼ HR. %		{		6.9		14.4		15.7		16.9		17.1		13.2		13.4		13.4		13.8		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		8,170 10.5		8,320 10.7		9,340 12.0		ROBERT KLEIN SPECIAL (SUS-OP)		STEVE ALLEN COMEDY HR (R)										
	NBC TV		{		HARPER VALLEY (R)		COMEDY THEATRE PALE(OP)																
	AVERAGE AUDIENCE (Households (000) & %)		{		6,850 8.8		7,000 9.0		5,990 7.7		8.0*		7.4*		10.6		10.1*		11.1*				
	SHARE OF AUDIENCE %		{		21		20		16		17*		15*		22		20*		23*				
	AVG. AUD. BY ¼ HR. %		{		8.5		9.0		8.4		7.5		7.5		7.4		9.9		10.3		11.1		11.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		12,370 15.9		10,430 13.4		15,020 19.3		ABC FRIDAY NIGHT MOVIE THE POSSESSION OF JOEL DELANEY																
	ABC TV		{		BENSON (R)		KRYPTON FACTOR (OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		{		10,660 13.7		8,560 11.0		8,250 10.6		9.7*		9.5*		11.9*												
	SHARE OF AUDIENCE %		{		29		22		20		19 *		18 *		23 *												
	AVG. AUD. BY ¼ HR. %		{		13.3		14.1		11.2		10.7		9.8		9.4		9.5		11.6		12.1		11.4		11.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		13,150 16.9		17,660 22.7		16,880 21.7		DALLAS (R)																
	CBS TV		{		INCREDIBLE HULK (R)(OP)		DUKES OF HAZZARD (R)																				
	AVERAGE AUDIENCE (Households (000) & %)		{		8,170 10.5		14,240 18.3		12,530 16.1		15.2*		15.2*		16.9*												
	SHARE OF AUDIENCE %		{		22		26 *		15		34 *		36 *		31		29 *		32 *								
	AVG. AUD. BY ¼ HR. %		{		8.3		8.6		12.0		13.3		16.7		18.4		19.2		18.9		15.0		15.4		16.5		17.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		9,650 12.4		15,330 19.7		NBC FRIDAY NIGHT MOVIE THE SLIPPER AND THE ROSE(SJS-OP)																		
	NBC TV		{		HARPER VALLEY (R)(OP)																						
	AVERAGE AUDIENCE (Households (000) & %)		{		8,640 11.1		8,400 10.8		10.0*		10.5*		11.6*		12.4*												
	SHARE OF AUDIENCE %		{		24		21		20 *		20 *		22 *		23 *												
	AVG. AUD. BY ¼ HR. %		{		10.8		11.5		9.5		9.6		9.8		10.2		10.4		10.6		11.4		11.7		12.6		12.3

TV HOUSEHOLDS USING TV	WK 1	41.0	41.1	41.8	40.0	41.2	43.9	44.5	46.3	46.7	48.5	49.0	49.9	49.8	49.7	48.8	48.7
(See Def. 1)	WK 2	43.0	41.5	41.4	45.0	45.9	47.5	48.6	49.9	50.6	51.9	52.4	53.1	52.2	52.5	52.9	53.3

U.S. TV Households 77,200,000

For explanation of symbols, See page A

EVE.FRI. AUG.7, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,570 12.3				15,090 19.4				13,460 17.3			
	ABC TV	EIGHT IS ENOUGH (H)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	6,540 8.4				11,440 14.7				10,500 13.5			
	SHARE OF AUDIENCE %	20				31				29			
W E E K 2	AVG. AUD. BY ¼ HR. %	7.7	8.0	8.4	9.4	13.6	14.9	15.0	15.3	13.5	13.6	13.5	13.5
	TOTAL AUDIENCE (Households (000) & %)	10,810 13.9				17,430 22.4				CBS SAT. NIGHT MOVIE A REAL AMERICAN HERO(R)			
	CBS TV	ENOS (R)(OP)				10,890 14.0				15.7* 33 *			
	AVERAGE AUDIENCE (Households (000) & %)	9.5	8.4*		10.6*	14.0	11.6*		12.6*	15.7*		16.1*	
W E E K 3	SHARE OF AUDIENCE %	23	21 *		24 *	30	25 *		26 *	33 *		36 *	
	AVG. AUD. BY ¼ HR. %	8.0	8.9	10.3	10.9	11.5	11.7	12.2	13.0	15.4	15.9	16.3	15.9
	TOTAL AUDIENCE (Households (000) & %)	11,830 15.2				8,640 11.1				9,020 11.6			
	NBC TV	BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(SUS-OP)				GAMES PEOPLE PLAY (R)			
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	8,560 11.0	10.6*		11.4*	6,150 7.9	7.8*		8.1*	5,910 7.6	7.5*		7.8*
	SHARE OF AUDIENCE %	27	27 *		26 *	17	17 *		17 *	16	16 *		17 *
	AVG. AUD. BY ¼ HR. %	10.3	10.9	11.2	11.6	7.9	7.7	7.8	8.3	7.7	7.3	7.7	7.9
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	9,490 12.2				16,730 21.5				14,940 19.2			
	ABC TV	EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	6,380 8.2				12,370 15.9				12,370 15.9			
	SHARE OF AUDIENCE %	18	17 *		19 *	32	29 *		34 *	31	30 *		33 *
W E E K 6	AVG. AUD. BY ¼ HR. %	6.8	7.9	8.4	9.5	13.4	15.0	17.0	18.1	15.4	15.5	16.3	16.5
	TOTAL AUDIENCE (Households (000) & %)	19,140 24.6				CBS SAT. NIGHT MOVIE RENDEZVOUS HOTEL(R) NUNZIO(OP)				11.1 10.9			
	CBS TV	7,780 10.0				11,280 14.5				8,950 11.5			
	AVERAGE AUDIENCE (Households (000) & %)	21	21 *		20 *	9.6	10.0	10.3	10.3	11.1	10.9	10.6	10.4
W E E K 7	SHARE OF AUDIENCE %	9.3	8.8	9.1	9.7	9.6	10.0	10.3	10.3	11.1	10.9	10.6	10.4
	AVG. AUD. BY ¼ HR. %	9.3	8.8	9.1	9.7	9.6	10.0	10.3	10.3	11.1	10.9	10.6	10.4
	TOTAL AUDIENCE (Households (000) & %)	11,670 15.0				11,280 14.5				8,950 11.5			
	NBC TV	BARBARA MANDRELL (R)(OP)				STEVE ALLEN COMEDY HOUR (R)(OP)				GAMES PEOPLE PLAY (R)			
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	8,790 11.3	10.5*		12.0*	7,620 9.8	9.6*		9.9*	6,460 8.3	8.2*		8.4*
	SHARE OF AUDIENCE %	25	24 *		26 *	20	20 *		19 *	16	16 *		17 *
	AVG. AUD. BY ¼ HR. %	10.2	10.8	11.9	12.2	9.6	9.6	10.1	9.7	8.3	8.1	8.2	8.5

TV HOUSEHOLDS USING TV	WK 1	38.9	38.9	38.9	38.5	38.5	40.0	42.7	44.9	45.5	46.8	47.4	48.3	47.5	46.7	45.5	45.1
(See Def. 1)	WK 2	41.0	41.0	41.0	44.0	43.1	44.0	45.7	47.1	47.9	49.9	50.7	51.7	51.4	50.6	50.5	49.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,120
(Households (000) & %) { 5.3

ABC TV

WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 3,810
(Households (000) & %) { 4.9
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 4.9

W

E

E

K

I

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

11,050
14.2

SATURDAY NIGHT

(11:30-12:45AM)
(SUSTAINING 12:45-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,850

8.8

9.9*

8.7*

29

29 *

31 *

9.4

10.3

9.5

7.9

7.3

7.1

TOTAL AUDIENCE {
(Households (000) & %) {

5,290
6.8

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,060

6.5

14

6.5

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

11,280
14.5

SATURDAY NIGHT

(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,690

8.6

9.2*

8.9*

7.3*

27

26 *

29 *

28 *

9.1

9.2

9.0

8.8

7.6

6.6

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

34.9	33.1	29.3	2.4	26.2	24.3	21.1	19.6	17.2	15.5	13.7	12.9	11.7	10.8
37.5	34.4	31.7	29.7	26.3	23.9	22.3	21.1	18.9	16.8	15.3	13.8	11.7	10.2

U.S. TV Households 77,800,000

For explanation of symbols See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.2, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)7,000
9.020,380
26.2

ABC TV

THOSE AMAZING ANIMALS
(R)(OP)ABC SUNDAY NIGHT MOVIE
S O S TITAN(DR)AVERAGE AUDIENCE
(Households (000) & %)4,750
6.110,040
12.9SHARE OF AUDIENCE
%

13

23

AVG. AUD. BY 1/4 HR.

5.4

10.5

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)18,980
24.412,210
15.7

CBS TV

60 MINUTES
(R)ARCHIE BUNKER'S
PLACE
(R)ONE DAY AT A
TIME
(R)(OP)ALICE
(R)JEFFERSONS
(R)TRAPPER JOHN, M D
(R)AVERAGE AUDIENCE
(Households (000) & %)14,470
18.610,740
13.8SHARE OF AUDIENCE
%

41

27

AVG. AUD. BY 1/4 HR.

17.0

13.4

TOTAL AUDIENCE
(Households (000) & %)10,970
14.115,790
20.3

NBC TV

DISNEY'S WONDERFUL WORLD
FOLLOW ME BOYS, PART 1CHIPS
(R)(OP)BIG EVENT
ST. IVES(R)(OP)AVERAGE AUDIENCE
(Households (000) & %)8,090
10.412,060
15.5SHARE OF AUDIENCE
%

23

30

AVG. AUD. BY 1/4 HR.

9.1

13.7

TOTAL AUDIENCE
(Households (000) & %)7,550
9.721,080
27.1

ABC TV

THOSE AMAZING ANIMALS
(R)(OP)ABC SUNDAY NIGHT MOVIE
THE BIBLE IN THE BEGINNING(R)AVERAGE AUDIENCE
(Households (000) & %)4,820
6.211,130
14.3SHARE OF AUDIENCE
%

13

25

AVG. AUD. BY 1/4 HR.

4.8

11.7

W
E
E
K
2TOTAL AUDIENCE
(Households (000) & %)18,050
23.212,840
16.5

CBS TV

60 MINUTES
(R)ARCHIE BUNKER'S
PLACE
(R)ONE DAY AT A
TIME
(R)(OP)ALICE
(R)JEFFERSONS
(R)TRAPPER JOHN, M D
(R)AVERAGE AUDIENCE
(Households (000) & %)13,620
17.510,810
13.9SHARE OF AUDIENCE
%

38

27

AVG. AUD. BY 1/4 HR.

16.6

13.5

TOTAL AUDIENCE
(Households (000) & %)10,140
15.811,750
15.1

NBC TV

CHIPS
(R)(I)
(OP)MAJOR LEAGUE ALLSTAR GAME
(8:15-12:00PM)AVERAGE AUDIENCE
(Households (000) & %)8,320
10.710,660
13.7SHARE OF AUDIENCE
%

23

29

AVG. AUD. BY 1/4 HR.

9.4

13.7

TV HOUSEHOLDS USING TV
(See Def. 1)WK 1
WK 242.5
44.641.7
40.041.4
46.647.9
48.349.4
50.551.7
52.653.7
54.754.8
56.256.1
57.458.1
59.259.4
59.959.3
59.957.1
58.656.6
58.855.5
57.454.1
56.2

U.S. TV Households 77,800,000

(1) MAJOR LEAGUE ALLSTAR PRE, NBC, (4:00-8:15PM)(S)

For explanation of symbols See page A

EVE.SUN. AUG.9, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,350
(Households (000) & %) { 4.3

ABC TV

ABC
WEEKEND
REPORT
SUN

(SUS-OP)

(SUS-OP)

AVERAGE AUDIENCE { 3,190
(Households (000) & %) { 4.1

SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.1

W

TOTAL AUDIENCE { 5,520
(Households (000) & %) { 7.1

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 5,370
(Households (000) & %) { 6.9

SHARE OF AUDIENCE % 15
AVG. AUD. BY ¼ HR. % 6.9

K

1

TOTAL AUDIENCE { 2,650
(Households (000) & %) { 3.4

NBC TV

NBC LATE NIGHT MOVIE
UNDERCOVER WITH THE KKK(R)
(11:30-12:45AM)
(SUSTAINING 12:45-1:30AM)

AVERAGE AUDIENCE { 1,630
(Households (000) & %) { 2.1

SHARE OF AUDIENCE % 8
AVG. AUD. BY ¼ HR. % 2.1

2.1* 2.1*
6* 8*
2.0 2.1 2.2 2.3

TOTAL AUDIENCE { 4,050
(Households (000) & %) { 5.2

ABC TV

ABC
WEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 3,810
(Households (000) & %) { 4.9

SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.9

W

TOTAL AUDIENCE { 5,210
(Households (000) & %) { 6.7

CBS TV

CBS
SUNDAY
NEWS-
O'ROOD

AVERAGE AUDIENCE { 5,060
(Households (000) & %) { 8.5

SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 8.5

K

2

TOTAL AUDIENCE { 1,710
(Households (000) & %) { 2.2

NBC TV

MAJOR LEAGUE ALLSTAR GAME
(P. 15, 2:00MD)

NBC LATE NIGHT MOVIE
THE ADVENTURES OF ROCKY FERRY FINN(R)
(12:30-1:42AM)
(SUSTAINING 1:42-2:30AM)

AVERAGE AUDIENCE { 1,010
(Households (000) & %) { 1.3

SHARE OF AUDIENCE % 7
AVG. AUD. BY ¼ HR. % 1.7

21.7* 18.8* 1.3 1.6* 1.2*
40* 42* 7 8* 7*
22.0 21.5 20.3 17.2 1.5 1.4 1.1 .9

TV HOUSEHOLDS USING TV	WK 1	WK 2	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
(See Def. 1)	46	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66
	46	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,060 6.5															
	ABC TV		(SUS-OP) (OP)		GOOD MORNING, AMERICA 830 (CO-OP) (PARTICIPATING)* (SUS-OP)										(S)(OP)		(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4															
	SHARE OF AUDIENCE %	%	25															
	AVG AUD. BY ¼ HR.	%	5.4										5.5					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,960 3.8					2,960 3.8					5,760 7.4			7,390 9.5		
	CBS TV		MORNING-CHARLES KURALT (MTUHF)(S)(OP)				CAPTAIN KANGAROO (MTUHF)(S)(OP)				(S)(OP)		JEFFERSONS M-F		ALICE M-F			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,630 2.1	1.8*		2.4*	1,870 2.4	2.0*		2.7*	4,900 6.3		6,220 8.0					
	SHARE OF AUDIENCE %	%	18	18 *		18 *	13	12 *		13 *	26		31					
	AVG AUD. BY ¼ HR.	%	1.6	2.0	2.2	2.5	1.9	2.1	2.5	2.8	5.7		6.8		7.6 8.4			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0				5,450 7.0				2,960 3.8		3,660 4.7					
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)* (S)(OP)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				(S)(OP)		LAS VEGAS GAMBIT (MTUHF)(S)(OP)		BLOCKBUSTERS (MTUHF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,730 4.8				4,670 6.0				2,490 3.2		3,110 4.0					
	SHARE OF AUDIENCE %	%	32				28				14		17					
	AVG AUD. BY ¼ HR.	%	4.8				5.4				6.0		6.0		3.2 3.3 4.0 4.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6										5,060 6.5					
	ABC TV		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)										GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)				(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.3										4,120 5.3					
	SHARE OF AUDIENCE %	%	32										28					
	AVG AUD. BY ¼ HR.	%	4.2										4.3		5.2		5.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,190 4.1					3,110 4.0					5,680 7.3			6,460 8.3		
	CBS TV		MORNING-CHARLES KURALT (MTUHF)(S)(OP)				CAPTAIN KANGAROO (MTUHF)(S)(OP)				(S)(OP)		JEFFERSONS M-F (MTUHF)(S)(OP)		ALICE M-F (MTUHF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,790 2.3	2.1*		2.6*	1,870 2.4	2.1*		2.9*	4,670 6.0		5,600 7.2					
	SHARE OF AUDIENCE %	%	20	21 *		20 *	13	13 *		15 *	26		30					
	AVG AUD. BY ¼ HR.	%	1.8	2.4	2.4	2.6	1.8	2.3	2.7	2.9	5.5		6.5		7.1 7.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,730 4.8				4,280 5.5				2,720 3.5		3,190 4.1					
	NBC TV		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				(S)(OP)		LAS VEGAS GAMBIT (MTUHF)(S)(OP)		BLOCKBUSTERS (MTUHF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,880 3.7				3,500 4.5				2,180 2.8		2,650 3.4					
	SHARE OF AUDIENCE %	%	28				23				12		14					
	AVG AUD. BY ¼ HR.	%	3.4				3.9				4.5		4.5		2.7 2.9 3.4 3.4			
TV HOUSEHOLDS USING TV		WK 1	1	7	13.3	14.9	16.7	18.7	20.0	21.2	21.9	22.6	23.3	24.3	24.1	25.0	25.2	25.9
(See Def. 1)		WK 2	6	10.3	11.5	13.5	15.3	16.7	17.7	19.1	20.5	21.4	22.3	22.2	23.4	23.5	23.8	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,730 12.5				7,310 9.4		6,860 8.8		9,800 12.6				9,790 12.5			
	ABC TV		THREE'S COMPANY DAYTIME >(SUS-OP)>				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	7,860 10.1				6,070 7.8		5,760 7.4		7,310 9.4				7,470 9.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	40 9.2				29 7.7		29 7.8		32 8.5		33 9.1	33 9.9	33 10.0	32 9.5	32 9.4	34 9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,680 7.3	6,220 8.0					8,560 11.0		7,390 9.5						5,680 7.3	
	CBS TV		PRICE IS RIGHT 1 (MTUHF)(S)(OP)		PRICE IS RIGHT 2 >(S)(OP)(OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 6.1	5,450 7.0					6,150 7.9	7.7*		5,520 7.1	6.9*				5,210 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 5.9	27 6.4					29 7.6	29*		24 6.9	23*				23 6.7	6.8
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,280 5.5	3,730 4.8			2,570 3.3		3,350 4.3		5,760 7.4				4,430 5.7			
	NBC TV		WHEEL OF FORTUNE (MTUHF)(S)(OP)		PASSWORD PLUS (MTUHF)(S)(OP)		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,730 4.8	3,270 4.2			2,100 2.7		2,800 3.6		4,200 5.4	5.2*		5.6*	3,270 4.2	4.3*		4.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 4.8	16 4.8			10 2.5	2.9	13 3.4	3.7	18 5.2	18*		19*	15 4.3	15*	4.3	15*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	11,050 14.2				7,940 10.2		7,310 9.4		10,500 13.5				10,270 13.2			
	ABC TV		THREE'S COMPANY DAYTIME (SUS-OP)>				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN >(SUS-OP)(OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	8,710 11.2	10.9*			6,770 8.7		6,150 7.9		7,860 10.1	9.6*		10.7*	8,010 10.3	10.3*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	44 10.0	44*			32 8.7	8.6	29 7.9	7.9	34 9.3	32*		36*	36 10.4	35*	10.2	36*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,130 6.6	5,990 7.7					8,710 11.2		7,470 9.6						5,600 7.2	
	CBS TV		PRICE IS RIGHT 1 >(SUS-OP)		PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.7	5,130 6.6			6,070 7.8	7.6*			5,600 7.2	8.0*		7.0*			4,980 6.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 5.4	25 5.8			28 7.4	28*	28 7.8		24 6.9	28*		23*	24 7.5	25*	22 6.4	22 6.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	3,580 4.6	3,660 4.7			2,490 3.2		2,880 3.7		5,990 7.7				4,820 6.2			
	NBC TV		WHEEL OF FORTUNE >(SUS-OP)		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,110 4.0	3,110 4.0			2,020 2.6		2,650 3.4		4,280 5.5	5.3*		5.6*	3,580 4.6	4.7*		4.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.0	15 4.0			9 2.5	2.7	12 3.3	3.5	19 5.4	18*		19*	16 4.7	16*	4.6	16*
TV HOUSEHOLDS USING TV		WK 1		26.6	27.0	26.9	27.8	27.1	27.7	27.8	29.3	29.5	29.7	28.9	29.2	28.6	28.5	
(See Def. 1)		WK 2		25.8	26.9	27.5	28.9	27.8	28.6	29.5	29.7	29.3	29.8	28.8	28.9	28.1	28.6	

U.S. TV Households 77,800,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,280 14.5				{ 4,120 5.3								{ 9,490 12.2			
	ABC TV	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT (MTUHF)(OP)								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,020 11.6				{ 3,810 4.9								{ 8,320 10.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	38	39 *		38 *	17								24		10.7	10.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,310 9.4				{ 4,510 5.8								{ 9,960 12.8			
	CBS TV	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F								CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.6				{ 3,730 4.8								{ 8,640 11.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	25	26 *		25 *	16								25		11.2	10.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5												{ 9,260 11.9			
	NBC TV	← TEXAS →												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,650 3.4												{ 8,090 10.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11	11 *		11 *	23								10.1		10.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,830 15.2				{ 4,980 6.4								{ 9,960 12.8			
	ABC TV	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,490 12.2				{ 4,510 5.8								{ 8,560 11.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	41	40 *		41 *	20								24		10.7	11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,000 9.0				{ 4,360 5.6								{ 10,580 13.6			
	CBS TV	← GUIDING LIGHT (OP) →				ONE DAY AT A TIME-M-F (MTUHF)(S)(OP)								CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,680 7.3				{ 3,580 4.6								{ 9,180 11.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24	24 *		24 *	16								26		11.8	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 5.0												{ 8,790 11.3			
	NBC TV	← TEXAS →												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.6												{ 7,620 9.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12	12 *		12 *	21								9.7		9.9	
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1) WK. 2		30.6	30.6	29.4	30.5	31.5	32.8	33.8	35.5	37.7	40.2	42.9	44.2	44.7	45.6		
		30.8	30.8	29.1	30.4	31.0	32.4	33.3	35.5	37.8	40.4	43.6	45.4	45.7	46.6		

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 3-7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{				2,260 2.9		3,270 4.2		4,280 5.5		5,520 7.1		6,220 8.0		4,510 5.8	
	ABC TV	{				GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,950 2.5		2,490 3.2		3,580 4.6		4,590 5.9		5,060 6.5		3,970 5.1	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR	{				33 2.1		41 2.8		27 4.5		30 4.7		30 5.6		24 6.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{				2,100 2.7		3,110 4.0		4,900 6.3		5,760 7.4		6,380 8.2		6,380 8.2	
	CBS TV	{				TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,400 1.8		2,490 3.2		4,050 5.2		5,130 6.6		5,450 7.0		5,290 6.8	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR	{				21 1.6		26 2.0		31 4.7		33 5.6		33 6.4		32 6.7	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{				1,240 1.6		2,260 2.9		3,890 5.0		3,420 4.4		3,350 4.3		4,360 5.6	
	NBC TV	{				FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				860 1.1		1,560 2.0		2,960 3.8		2,960 3.8		3,030 3.9		3,500 4.5	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR	{				15 1.0		18 1.2		24 3.1		20 4.5		18 3.7		21 4.8	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{				2,020 2.6		2,720 3.5		3,660 4.7		5,910 7.6		6,850 8.8		5,990 7.7	
	ABC TV	{				GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,480 1.9		2,100 2.7		3,030 3.9		4,980 6.4		5,990 7.7		5,290 6.8	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR	{				21 1.7		23 2.2		25 3.3		33 4.5		37 6.4		32 6.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{				2,850 3.4		4,200 5.4		5,990 7.7		6,070 7.8		5,060 6.5		5,680 7.3	
	CBS TV	{				TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,020 2.6		3,270 4.2		4,750 6.1		4,980 6.4		4,280 5.5		4,820 6.2	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR	{				27 2.1		34 3.1		39 5.7		33 6.4		26 6.4		29 6.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{				1,630 2.1		2,100 2.7		3,190 4.1		3,500 4.5		3,350 4.3		3,810 4.9	
	NBC TV	{				FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,320 1.7		1,870 2.4		2,410 3.1		2,960 3.8		3,030 3.9		2,960 3.8	
	SHARE OF AUDIENCE AVG AUD BY ¼ HR	{				19 1.3		20 2.0		21 2.8		20 3.4		19 3.6		18 4.0	
TV HOUSEHOLDS USING TV (See Det. 1)		WK 1	WK 2	5.3	6.3	7.6	9.2	11.1	13.3	17.9	18.1	19.5	20.3	20.8	21.9	21.5	21.6
		WK 1	WK 2	6.0	6.7	8.5	10.9	11.8	13.1	14.6	16.9	18.7	19.7	20.3	21.4	21.3	21.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. AUG. 8, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7	4,510 5.8	4,590 5.9	AMERICAN BANDSTAND '81												
	ABC TV		HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)	ABC WEEKEND SPECIALS SOUP & ME													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,810 4.9	3,500 4.5	3,890 5.0	4,150 4.1	4.7*											
	SHARE OF AUDIENCE %	%	23	22	23	19	15	15	15	15	15	15	15	21*				
	AVG. AUD. BY ¼ HR.	%	5.1	4.7	4.6	4.4	4.8	5.2	3.8	4.5	4.9							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,450 7.0	5,060 6.5	5,130 6.6	4,280 5.5	4,280 5.5	3,970 5.1										
	CBS TV		TARZAN/LONE RANGER-1 (OP)	TARZAN/LONE RANGER 2 (OP)	NEW FAT ALBERT (OP)	DRAG PACK (OP)	JASON OF STAR COMMAND (OP)	30 MINUTES										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,590 5.9	4,430 5.7	3,890 5.0	3,660 4.7	3,500 4.5	3,030 3.9										
	SHARE OF AUDIENCE %	%	27	27	23	21	19	16										
	AVG. AUD. BY ¼ HR.	%	6.0	5.8	5.6	5.8	5.2	4.9	4.6	4.8	4.5	4.5	4.0	3.7				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	4,900 6.3	4,510 5.8	3,500 4.5	3,420 4.4												
	NBC TV		JETSONS (OP)	HONG KONG PHOOEY (OP)	JONNY QUEST (OP)	FLINTSTONES												
	AVERAGE AUDIENCE (Households (000) & %)	{	4,120 5.3	3,890 5.0	3,030 3.9	2,720 3.5												
	SHARE OF AUDIENCE %	%	24	23	18	16												
	AVG. AUD. BY ¼ HR.	%	5.3	5.3	4.9	5.0	4.0	3.7	3.4	3.7								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	5,760 7.4	5,680 7.3	5,210 6.7	5,450 7.0	← AMERICAN BANDSTAND '81 →						
	ABC TV			HEATHCLIFF & DINGBAT	PLASTICMAN/BABY PLAS SHOW (OP)	ABC WEEKEND SPECIALS MY DEAR ANTOINETTE SERIES								
	AVERAGE AUDIENCE (Households (000) & %)		{	4,980 6.4	4,670 6.0	4,430 5.7	3,420 4.4	4.1*				4.6*		
	SHARE OF AUDIENCE %		%	29	27	25	18	17 *				19 *		
	AVG. AUD. BY ¼ HR.		%	6.7	6.2	5.9	6.2	5.6	5.8	4.3	4.0	4.5	4.7	
TOTAL AUDIENCE (Households (000) & %)		{	5,840 7.5	5,060 6.5	4,590 5.9	4,820 6.2	4,510 5.8	3,970 5.1						
CBS TV			TARZAN/LONE RANGER-1 (OP)	TARZAN/LONE RANGER-2 (OP)	NEW FAT ALBERT SHOW (OP)	DRAG PACK (OP)	JASON OF STAR COMMAND (OP)	30 MINUTES						
AVERAGE AUDIENCE (Households (000) & %)		{	4,900 6.3	4,360 5.6	3,730 4.8	4,050 5.2	3,580 4.6	3,350 4.3						
SHARE OF AUDIENCE %		%	29	25	21	22	20	18						
AVG. AUD. BY ¼ HR.		%	6.2	6.4	5.6	5.6	4.6	5.0	5.1	5.3	4.5	4.7	4.4	4.2
TOTAL AUDIENCE (Households (000) & %)		{	4,280 5.5	3,030 3.9	2,650 3.4	13,150 16.9	← NBC SPORTS-SUMMER SEASON (2:00-5:00PM) →							
NBC TV			JETSONS (OP)	HONG KONG PHOOEY (OP)	JONNY QUEST (OP)	FLINTSTONES								
AVERAGE AUDIENCE (Households (000) & %)		{	3,030 3.9	3,190 4.1	2,650 3.4	2,260 2.9	3,970 5.1	4.1*				5.5*		
SHARE OF AUDIENCE %		%	17	18	15	12	19	17 *				21 *		
AVG. AUD. BY ¼ HR.		%	3.6	4.2	4.3	3.8	3.4	3.4	3.1	2.7	3.9	4.3	5.6	5.4

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20				
(See Def. 1)	22.0	22.4	22.1	23.6	23.0	23.6	24.2	25.1	24.4	25.5	25.9	26.4	23.0	23.7	23.3	23.6	22.9	23.6	23.5	25.0	25.3	26.2	27.0	27.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	18,050 23.2 ABC WIDE WORLD-SPORTS SAT (9:30-6:48PM)															
	AVERAGE AUDIENCE (Households (000) & %)	7,940 10.2 9.0* 10.8* 1.7* 10.0* 10.2* 10.9*															
	SHARE OF AUDIENCE %	33 33* 38* 37* 34* 33* 32*															
	AVG. AUD. BY ¼ HR. %	8.5 9.6 10.7 10.8 10.5 10.6 9.4 9.9 10.6 11.4 10.4 9.9 10.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,270 4.2 CANADIAN OPEN GOLF SAT. 5,290 6.8 CBS SPORTS SATURDAY 7,080 9.1 CBS SAT. NEWS-SCHIEFFER															
	AVERAGE AUDIENCE (Households (000) & %)	2,180 2.8 2.8* 2.7* 3.0 2.1* 3.1* 3.7* 5,520 7.1															
	SHARE OF AUDIENCE %	10 10* 9* 10 7* 10* 12* 19															
	AVG. AUD. BY ¼ HR. %	2.8 2.8 2.8 2.7 1.9 2.3 2.8 3.5 3.7 3.7 6.9 7.4															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	9,880 12.7 NBC SPORTS-SUMMER SEASON 6,150 7.9 NBC NIGHTLY NEWS-SAT															
	AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1 3.6* 3.7* 3.7* 4.0* 4.5* 5.1* 5,290 6.8															
	SHARE OF AUDIENCE %	14 14* 14* 13* 14* 15* 16* 18															
	AVG. AUD. BY ¼ HR. %	3.5 3.6 3.9 3.4 3.6 3.7 4.0 4.0 4.3 4.6 5.0 5.2 6.6 7.0															

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	8,400 10.8 PGA CHAMPIONSHIP SAT 10,190 13.1 ABC WIDE WORLD-SPORTS SAT															
	AVERAGE AUDIENCE (Households (000) & %)	3,730 4.8 4.4* 4.6* 4.8* 5.5* 5,060 6.5 6.1* 6.4* 7.0* 6.8															
	SHARE OF AUDIENCE %	17 17* 17* 17* 19* 18 18* 18* 18*															
	AVG. AUD. BY ¼ HR. %	4.4 4.3 4.4 4.7 4.8 4.8 5.3 5.6 5.9 6.3 6.0 6.7 7.2 6.8															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	6,220 8.0 US CLAY COURT TENNIS SAT (3:00-4:48PM)(-9P) 8,250 10.6 CBS SPORTS SATURDAY (4:48-6:00PM)(-9P) 6,380 8.2 CBS SAT. NEWS-SCHIEFFER															
	AVERAGE AUDIENCE (Households (000) & %)	2,490 3.2 3.4* 2.8* 2.9* 4,980 6.4 6.5* 7.2* 5,370 6.9															
	SHARE OF AUDIENCE %	11 13* 10* 10* 19 20* 21* 17															
	AVG. AUD. BY ¼ HR. %	3.7 3.2 2.8 2.7 2.8 3.1 4.1 4.2 6.0 7.0 7.6 6.9 6.6 7.2															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	6,850 8.8 NBC SPORTS-SUMMER SEASON (2:00-5:00PM) 5,760 7.4 NBC NIGHTLY NEWS-SAT															
	AVERAGE AUDIENCE (Households (000) & %)	5.2* 5.8* 5.1* 4.7* 7.4 19 7.3 7.4															
	SHARE OF AUDIENCE %	20* 21* 18* 16* 19 16* 16* 16*															
	AVG. AUD. BY ¼ HR. %	5.3 5.2 5.9 5.8 5.5 4.6 4.8 4.6															

TV HOUSEHOLDS USING TV WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
28.4	28.8	28.8	29.2	29.9	30.4	31.1	31.2	31.7	32.1	33.1	33.6	34.1	34.6	35.1	35.6	36.1	36.6	37.1	37.6

U.S. TV Households 77,800,000

For explanation of symbols, See page A

NATIONAL TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

1,790
2.3
KIDS ARE PEOPLE
TOO I
(10:30-11:04AM)

1,630
2.1
11
2.1 2.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

5,760
7.4

MIGHTY MOUSE/
HECKLE-JECKL
(SUS)(OP)

THREE ROBONIC
STOOGES
(SUS)(SUS-OP)

SUNDAY MORNING

MARSHALL EFRON
(SUS)

2,960

3.8 2.9*
25 25*
2.6 3.1 4.0

4.2*
27*
4.3

4.5*
24*
4.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

2,490
3.2
KIDS ARE PEOPLE
TOO I
(10:30-11:06AM)

1,950
2.5 2.5*
13 13*
2.1 2.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

5,600
7.2

MIGHTY MOUSE/
HECKLE-JECKL
(SUS)
(SUS-OP)

THREE ROBONIC
STOOGES
(SUS)
(SUS-OP)

SUNDAY MORNING

MARSHALL EFRON
(SUS)

3,030

3.9 3.8*
25 30*
3.6 4.0 3.8

3.9*
26*
4.0

4.1*
22*
4.4 3.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	1	1.5	4.2	5.0	5.9	7.3	8.7	11.1	12.6	14.5	16.3	17.2	18.3	20.1	19.6	19.9
(See Def. 1) WK 2	2.5	4	3.9	5.2	6.9	6.9	10.0	10.8	12.9	14.0	15.5	17.2	18.9	19.6	19.7	19.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 2, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	1,950 2.5	2,260 2.9	2,880 3.7	DIRECTIONS (SUS)				
	ABC TV			KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS			
	AVERAGE AUDIENCE (Households (000) & %)		{	1,630 2.1	1,710 2.2	2,260 2.9					
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR		{	10 2.0	10 2.2	13 3.2	2.7				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,190 4.1		FACE THE NATION		7,700 9.9			
	CBS TV							CANADIAN OPEN GOLF SUN (2:00-4:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)		{	2,800 3.6				4,120 5.3			
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR		{	17 3.5		3.7		18 5.1*			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{	4,120 5.3		MEET THE PRESS		RELIGIOUS SERIES (SUS)			
	NBC TV										
	AVERAGE AUDIENCE (Households (000) & %)		{	3,350 4.3				5.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR		{	19 4.2		4.3		17 5.0			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,650 3.4	1,710 2.2	3,030 3.9	DIRECTIONS (SUS)			
	ABC TV			KIDS ARE PEOPLE TOO II (11:08-11:30AM) (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		
	AVERAGE AUDIENCE (Households (000) & %)		{	2,180 2.8	1,400 1.8	2,330 3.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR		%	13 2.9	8 2.8	12 3.1	3.0			
TOTAL AUDIENCE (Households (000) & %)		{	3,890 5.0		FACE THE NATION		9,180 11.8		US CLAY COURT TENNIS-SUN. (2:00-4:39PM)	
CBS TV										
AVERAGE AUDIENCE (Households (000) & %)		{	3,190 4.1				3,190 4.1		4.8*	
SHARE OF AUDIENCE %		%	18 3.9		4.3		13 4.6		16 * 4.9	
AVG. AUD. BY ¼ HR		%					5.0		4.8	
TOTAL AUDIENCE (Households (000) & %)		{	3,890 5.0		MEET THE PRESS		RELIGIOUS SERIES (SUS)			
NBC TV										
AVERAGE AUDIENCE (Households (000) & %)		{	3,270 4.2				3,270 4.2		4.2	
SHARE OF AUDIENCE %		%	17 4.2		4.2		17 4.2		16 *	
AVG. AUD. BY ¼ HR		%					4.2		4.2	

TV HOUSEHOLDS USING TV	WK 1	21.1	21.4	22.1	22.4	22.4	23.1	23.3	24.3	24.1	25.4	25.8	27.4	28.4	28.8	29.5	30.2
(See Def. 1)	WK 2	21.3	22.2	23.1	24.0	23.9	25.2	25.8	26.2	25.5	26.7	28.0	29.2	29.0	29.8	29.7	30.4

U.S. TV Households: 77,800,000

For explanation of symbols See page A

DAY SUN. AUG. 9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 7, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		12,760 18.4														5,450 7.0
	ABC TV		NATIONAL SPORTS FESTIVAL														ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		4,900 6.3														4,820 6.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		19 5.4														16 5.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		8,400 10.8														7,000 9.0
	CBS TV		CANADIAN OPEN GOLF-SUN (2:00-4:00PM)														CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)		4,050 5.2														5,450 7.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 * 5.1														17 6.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		11,130 14.3														6,540 8.4
	NBC TV		SPORTSWORLD														NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)		5,450 7.0														5,760 7.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 6.3														19 7.4

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		4,280 5.5														11,280 14.5
	ABC TV		NAT'L LONG DRIVING CHAMP														PGA CHAMPIONSHIP SUN
	AVERAGE AUDIENCE (Households (000) & %)		3,500 4.5														4,750 6.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 4.3														17 * 5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		13,070 16.8														10,110 13.0
	CBS TV		US CLAY COURT TENNIS-SUN (2:00-4:30PM) (OP)														CBS SPORTS SUNDAY (4:30-6:00PM)(OP)
	AVERAGE AUDIENCE (Households (000) & %)		8,320 10.7														8,320 10.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 * 3.9														25 10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		13,770 17.7														6,220 8.0
	NBC TV		SPORTSWORLD														NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)		7,080 9.1														5,370 6.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		27 9.5														17 6.7

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1	29.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. AUG. 9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC FEATURETTE(SUS)	1	10.55-11.00PM	10.45														
CBS WKRP IN CINCINNATI	1	8.33-9.03PM	-GRID 9.00	13,380	17.2	11,440	14.7	28	16.5								
CBS M*A*S*H	1	9.03-9.33PM	-GRID 9.30	16,100	20.7	14,160	18.2	32	18.5								
CBS HOUSE CALLS	1	9.33-10.03PM	-GRID 10.00	14,940	19.2	13,150	16.9	29	17.8								
CBS LOU GRANT	1	10.03-11.03PM	-GRID 11.00	18,750	24.1	13,770	17.7	32	19.2								
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.58-9.59PM	9.45														
	1	10.28-10.29PM	10.15														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)		9.58-9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS JDATE-2-FRI(SUS)	1	9.58-9.59PM	9.45														
	2	9.51-9.52PM	9.45														

EVENING SATURDAY

ABC ABC NEWSBRIEF-SAT.		9.58-9.59PM	9.45	11,670	15.0	11,670	15.0	31	15.0		13,150	16.9	13,150	16.9	33	16.9
CBS NEWSBREAK-SAT.	1	8.58-8.59PM	8.45	7,310	9.4	7,310	9.4	21	9.4		6,770	8.7	6,770	8.7	18	8.7
	2	8.55-8.56PM	8.45								8,640	11.1	8,640	11.1	24	11.1
NBC NBC NEWS UPDATE-SAT.		8.58-8.59PM	8.45	7,390	9.5	7,390	9.5	21	9.5		6,300	8.1	6,300	8.1	16	8.1
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58-9.59PM	9.45								6,070	7.8	6,070	7.8	16	7.8
NBC NBC NEWS UPDATE-2-SAT.	2	9.58-9.59PM	9.45								9,410	12.1	9,410	12.1	22	12.1
EVENING SUNDAY											9,490	12.2	9,490	12.2	26	12.2
ABC ABC NEWSBRIEF-SUN.		7.58-7.59PM	7.45	5,600	7.2	5,600	7.2	15	7.2		6,070	7.8	6,070	7.8	16	7.8
ABC ABC SPEC RPT-12.01AM(SUS)	1	12.01-12.04AM	12.00													
ABC ABC SPEC RPT-2.43AM(SUS)	1	2.43-2.51AM	2.30													
CBS NEWSBREAK-SUN		8.58-8.59PM	8.45	10,350	13.3	10,350	13.3	24	13.3		9,410	12.1	9,410	12.1	22	12.1
NBC NBC NEWS UPDATE-SUN.	2	8.14-8.15PM	8.00								9,490	12.2	9,490	12.2	26	12.2
	1	8.58-8.59PM	8.45	11,670	15.0	11,670	15.0	27	15.0							
NBC NBC NEWS UPDATE-2-SUN.	1	9.55-9.56PM	9.45	11,670	15.0	11,670	15.0	25	15.0							
EVENING MONDAY-FRIDAY																
ABC ABC NEWSBRIEF-M-F			8.45	10,890	14.0	10,890	14.0	25	9.9	M-F	10,970	14.1	10,580	13.6	24	10.3
			9.45						15.9	TU-TH						14.6
			10.00						12.5	MON.						
ABC ABC NEWS:NIGHT, IN		11.30-12.00MD	11.30	6,540	8.4	5,290	6.8	19	7.4	M-F	6,920	8.9	5,760	7.4	21	8.0
			11.45						6.1	M-F						6.8
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30								4,900	6.3	3,890	5.0	13	5.6
CONT'D																FRI.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC PGA CHAMPIONSHIP-FRI(S)-CONT'D																	
			11.45												4.4	FRI.	
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.30AM	12.00								4,050	5.2	3,190	4.1	13	4.1	FRI.
			12.15												4.0	FRI.	
ABC CHARLIE'S ANGELS SPECIAL(S)	1	12.00- 1.08AM	12.00	5,520	7.1	3,580	4.6	19	5.0	TUE.							
			12.15				4.9*	17*	4.7	TUE.							
			12.30						4.4	TUE.							
			12.45				4.4*	20*	4.5	TUE.							
			1.00						4.0	TUE.							
ABC CHARLIE'S ANGELS-12.00		12.00- 1.08AM	12.00	5,600	7.2	3,890	5.0	21	4.9	THU.	5,910	7.6	4,050	5.2	21	4.8	THU.
			12.15				4.9*	17*	5.0	THU.				5.0*	17*	5.3	THU.
			12.30						5.2	THU.						5.4	THU.
			12.45				5.1*	23*	5.1	THU.				5.4*	25*	5.3	THU.
			1.00						4.6	THU.						5.1	THU.
ABC FANTASY ISLAND 12.00		12.00- 1.08AM	12.00	3,970	5.1	1,950	2.5	11	3.0	MON.	5,130	6.6	3,110	4.0	20	4.3	MON.
			12.15				2.7*	10*	2.3	MON.				4.2*	18*	4.1	MON.
			12.30						2.4	MON.						4.1	MON.
			12.45				2.4*	12*	2.4	MON.				4.1*	23*	4.0	MON.
			1.00						2.1	MON.						3.3	MON.
ABC FRIDAYS	1	12.00- 1.12AM	12.00	8,150	7.9	3,580	4.6	17	4.9	FRI.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-M-F-CONT'D			9.00						14.1	MON.							
CBS CBS NEWS SPEC.RPT 11.30P(S)	1	11.30-12.03AM	11.30	6,610	8.5	5,520	7.1	20	7.3	TUE.							
			11.45						7.0	TUE.							
			12.00						6.4	TUE.							
CBS CBS REPORTS-FRI(S)	2	11.30-12.35AM	11.30								7,390	9.5	4,750	6.1	18	7.6	FRI.
			11.45													6.7	FRI.
			12.00													5.6	FRI.
			12.15													5.2*	FRI.
			12.30													4.8	FRI.
CBS CBS REPORTS-MON(S)	2	11.30-12.37AM	11.30								6,460	8.3	4,050	5.2	19	4.7	FRI.
			11.45													5.8	MON.
			12.00													5.4	MON.
			12.15													5.2	MON.
			12.30													5.0*	MON.
CBS CBS REPORTS-THU, 2(S)	2	11.30-12.37AM	11.30								7,080	9.1	3,730	4.8	15	4.6	MON.
			11.45													4.6	THU.
			12.00													5.2*	THU.
			12.15													4.6*	THU.
			12.30													4.3	THU.
CBS CBS REPORTS-TUE(S)	2	11.30-12.36AM	11.30								6,850	8.8	4,120	5.3	17	6.0	TUE.

			11.45														
			12.00														
			12.15														
			12.30														
CBS CBS REPORTS-WED(S)	2	11.30-12.36AM	11.30								6,610	8.5	4,050	5.2	17	5.3	TUE.
			11.45													5.1	TUE.
			12.00													4.9*	TUE.
			12.15													4.7	TUE.
			12.30													5.0	TUE.
CBS LATE MOVIE I	1	>	11.30	6,920	8.9	4,360	5.6	20	6.7	M-F						6.3	WED.
			11.45						6.4	MWTHF						5.4	WED.
			12.00						5.7	M-F						4.8	WED.
			12.15						5.5*	M-F						4.6*	WED.
			12.30						5.0	M-F						4.5	WED.
			12.45						4.2*	M-F						4.5	WED.
			1.00						3.9	TUE.						4.5	WED.
CBS LATE MOVIE II	1	VARIOUS TIMES (SUS)	12.30	3,890	5.0	2,960	3.8	21	4.7	M-F	4,200	5.4	2,570	3.3	21	3.8	M-F
			12.45						4.3	MWTHF						3.9	M-F
			1.00						4.0	M-F						3.7	M-F
			1.15						3.9*	M-F						3.6	M-F
			1.30						2.8	TUE.						3.1	M-F
			1.45						2.4*	TUE.						3.1*	M-F
			2.00													2.7	W-F
			2.15													2.8*	W-F
			2.30													2.5	TH & F
CBS CBS NEWS SPEC. RPT. 5AM(S)	1	5.00-6.00AM	5.00	2,880	3.7	1,710	2.2	21	1.6	TUE.							
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS SPEC. RPT. 5AM(S)-CONT'D																			
			5.15					1.8* 18*	2.1	TUE.									
			5.30						2.5	TUE.									
			5.45					2.5* 22*	2.5	TUE.									
NBC NBC NEWS UPDATE-M-F	2	>	8.15									8,870	11.4	8,870	11.4	22	9.3	M-F	
	1	>	8.45	8,170	10.5	8,170	10.5	20	10.4	M-F						11.2	TU-TH		
			9.00													14.2	MON.		
			9.30						10.9	MON.									
NBC NBC NEWS UPDATE-2-M-F		>	9.45	7,860	10.1	7,860	10.1	18	10.1	TU&TH		8,640	11.1	8,640	11.1	19	11.1	TU&TH	
NBC TONIGHT SHOW		11.30	12.30AM	11.30	9,570 12.3	5,760	7.4	24	8.4	M-F		10,500	13.5	6,380	8.2	26	9.4	M-F	
			11.45				8.1*	23*	7.9	M-F					9.0*	26*	8.5	M-F	
			12.00						7.3	M-F							8.0	M-F	
			12.15					6.7* 24*	6.1	M-F					7.4* 27*		6.7	M-F	
NBC SCTV NETWORK/90		12.30-	2.00AM	12.30	6,150 7.9	2,880	3.7	18	4.3	FRI.		6,850	8.8	3,730	4.8	23	6.2	FRI.	
			12.45				4.2*	17*	4.1	FRI.					5.9*	24*	5.6	FRI.	
			1.00						4.0	FRI.							4.8	FRI.	
			1.15					3.9* 19*	3.8	FRI.					4.6* 22*		4.4	FRI.	
			1.30						3.3	FRI.							4.2	FRI.	
			1.45					3.1* 19*	2.9	FRI.					4.0* 24*		3.8	FRI.	
NBC TOMORROW COAST TO COAST-1		12.30-	1.00AM	12.30	3,660 4.7	2,960	3.8	18	4.2	M-TH		3,270	4.2	2,720	3.5	17	3.7	M-TH	

			12.45						3.4	M-TH							3.2	M-TH	
NBC TOMORROW COAST TO COAST-2	1	>	1.00	2,800	3.6	1,870	2.4	16	2.8	M-TH		2,410	3.1	1,710	2.2	15	2.6	M-TH	
	2	1.00-	1.45AM					2.6* 16*	2.4	M-TH					2.4*	15*	2.3	M-TH	
			1.15						2.0	M-TH							1.8	M-TH	
			1.30						2.4	M-TH									
			1.45																
		VARIOUS TIMES	(SUS)																
NBC ROYAL WEDDING I(SUS)	1	4.30-	5.00AM	4.30						TUE.									
NBC ROYAL WEDDING II-PT.1(S)	1	5.00-	6.00AM	5.00	4,900 6.3	3,730	4.8	44	4.0	TUE.									
			5.15				4.5*	45*	4.9	TUE.									
			5.30						5.1	TUE.									
			5.45					5.2*	44*	5.3	TUE.								
DAY MONDAY-FRIDAY																			
ABC GOOD MORNING, AMERICA 6AM(SUS)	1	6.00-	7.00AM	6.00						WED.									
ABC ABC SPEC RPT-6.31AM(SUS)	1	6.31-	6.33AM	6.30						FRI.									
ABC GOOD MORNING, AMERICA 7AM(SUS)	1	7.00-	7.20AM	7.00						WED.									
ABC GOOD MORNING, AMERICA 730	1	>		7.15	4,510 5.8	3,660	4.7	29	6.3	M-F									
			7.30						4.5	M-F									
			7.45					4.6*	29*	4.7	M-F								
ABC GOOD MORNING, AMERICA 8AM(SUS)	1	8.00-	8.33AM	8.00						WED.									
ABC GOOD MORNING, AMERICA 9AM(S)	1	9.00	10.00AM	9.00	8,560 11.0	5,600	7.2	25	7.7	WED.									
			9.15				7.5*	26*	7.3	WED.									
			9.30						6.8	WED.									
			9.45					6.9*	24*	7.0	WED.								
ABC GOOD MORNING, AMERICA-10A(S)	1	10.00	11.00AM	10.00	9,800 12.6	6,460	8.3	27	8.0	WED.									
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TTL CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC GOOD MORNING, AMERICA-10A(S)-CONT'D			10.15					8.0*	27*	8.1	WED.								
			10.30							8.4	WED.								
			10.45					8.6*	27*	8.8	WED.								
ABC ABC SPEC REPORT 10.56AM(SUS)	2	10.56-11.11AM	10.45																MON.
ABC ABC SPEC REPORT 11.00AM(SUS)	2	11.00-11.07AM	11.00																WED.
ABC SPEC. EVENT-LEAVE PALACE(SUS)	1	11.00-11.47AM	11.00								WED.								
ABC THREE'S COMPANY DAYTIME	1	>	-GRID	9,730	12.5	7,860	10.1	40			M F								
			11.15					9.8*	40*	10.4	MTUTHF								
			11.30							10.6	M-F								
			11.45					10.4*	40*	10.2	M F								
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45								M-F								M-F
ABC ABC SPEC REPORT 1.31PM(SUS)	2	1.31- 1.37PM	1.30																MON.
ABC ABC DAYTIME NEWSBRIEF-M F		1.57- 1.59PM	1.45	7,310	9.4	7,000	9.0	30	9.0		M-F	7,700	9.9	7,470	9.6	32	9.6		M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45								M-F								M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45								M-F								M-F
ABC EDGE OF NIGHT-WED(B)	1	4.00- 4.30PM	4.00	4,120	5.3	3,660	4.7	15	4.6		WED.								M-F
			4.15						4.8		WED.								

CBS CBS NEWS SPEC. RPT. 6AM(S)	1	6.00-10.00AM	6.00	16,260	20.9	4,820	6.2	24	4.0	WED.									
			6.15					4.4*	28*	4.7	WED.								
			6.30							5.4	WED.								
			6.45					5.8*	29*	6.2	WED.								
			7.00							6.2	WED.								
			7.15					6.3*	27*	6.4	WED.								
			7.30							6.6	WED.								
			7.45					7.0*	27*	7.3	WED.								
			8.00							7.1	WED.								
			8.15					7.1*	25*	7.1	WED.								
			8.30							6.6	WED.								
			8.45					6.4*	21*	6.1	WED.								
			9.00							6.0	WED.								
			9.15					6.0*	19*	6.0	WED.								
			9.30							6.8	WED.								
			9.45					6.7*	22*	6.5	WED.								
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30								M-F								M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30								M-F								M-F
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00									5,760	7.4	3,270	4.2	18	4.1		THU.
			10.15													4.3*	18*	4.4	THU.
			10.30															4.4	THU.
			10.45													4.1*	17*	3.8	THU.
CBS CBS NEWS SPEC. RPT-10.57A(SUS)	2	10.57-11.11AM	10.45																MON.
CBS CBS NEWS SPEC. RPT. 11AM(S)	1	11.00-11.43AM	11.00	5,990	7.7	4,200	5.4	17	4.9	WED.									
			11.15					5.2*	16*	5.4	WED.								
			11.30							5.9	WED.								
CBS NEWSBREAK-11.57	1	11.57-12.00PM	1.45	4,900	6.3	4,750	6.1	23	6.1	M-F		4,820	6.2	4,590	5.9	22	5.9		M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,900	6.3	4,670	6.0	20	6.0	M-F		4,750	6.1	4,510	5.8	19	5.8	M-F	
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00 4.15									4,280	5.5	3,580	4.6	15	4.6 4.6	TUE. TUE.	
NBC ROYAL WEDDING II-PT.2(S)	1	6.00- 7.38AM	6.00 6.15 6.30 6.45 7.00 7.15 7.30	10,810	13.9	6,920	8.9	43	6.8	WED.									
							7.3*	44*	7.9	WED.									
									8.8	WED.									
							8.9*	43*	9.0	WED.									
									10.1	WED.									
							10.0*	43*	9.9	WED.									
									10.6	WED.									
NBC TODAY ROYAL WEDDING-PT.1(S)	1	8.00- 8.30AM	8.00 8.15	8,560	11.0	7,470	9.6	36	9.5	WED.									
									9.7	WED.									
NBC TODAY ROYAL WEDDING-PT.2(S)	1	9.00-12.00NN	9.00 9.15 9.30 9.45 10.00 10.15 10.30 10.45	17,510	22.5	6,850	8.8	29	8.4	WED.									
							7.9*	28*	7.4	WED.									
									7.0	WED.									
							7.1*	25*	7.1	WED.									
									8.4	WED.									
							8.6*	29*	8.8	WED.									
									9.2	WED.									
							9.3*	29*	9.5	WED.									

			11.00 11.15 11.30 11.45						9.8	WED.									
									9.8	WED.									
									10.5	WED.									
									9.9	WED.									
NBC NBC NEWS SPECIAL REPORT(SUS)	2	10.57 11.12AM	10.45																MON.
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,260	2.9	2,100	2.7	33	2.7			1,630	2.1	1,560	2.0	20	2.0		
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,590	5.9	4,430	5.7	26	5.7			5,520	7.1	5,290	6.8	32	6.8		
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	3,890	5.0	3,730	4.8	22	4.8			5,370	6.9	4,980	6.4	30	6.4		
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	3,580	4.6	2,880	3.7	18	3.7			5,450	7.0	4,590	5.9	27	5.9		
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,710	2.2	1,560	2.0	22	2.0			2,720	3.5	2,490	3.2	29	3.2		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,110	4.0	2,960	3.8	29	3.8			3,810	4.9	3,660	4.7	36	4.7		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,980	6.4	4,750	6.1	34	6.1			5,450	7.0	5,130	6.6	39	6.6		
CBS IN THE NEWS- 10.26AM		10.26-10.29AM	10.15	5,840	7.5	5,760	7.4	34	7.4			4,820	6.2	4,590	5.9	28	5.9		
CBS IN THE NEWS- 10.56AM		10.56-10.59AM	10.45	5,600	7.2	5,060	6.5	30	6.5			5,060	6.5	4,510	5.8	28	5.8		
CBS IN THE NEWS- 11.26AM		11.26-11.29AM	11.15	4,900	6.3	4,510	5.8	26	5.8			4,980	6.4	4,590	5.9	27	5.9		
CBS IN THE NEWS- 11.56AM		11.56-11.59AM	11.45	4,510	5.8	4,200	5.4	25	5.4			4,360	5.6	3,970	5.1	22	5.1		
CBS IN THE NEWS- 12.26PM		12.26-12.29PM	12.15	3,580	4.6	3,190	4.1	18	4.1			4,590	5.9	4,120	5.3	22	5.3		
CBS IN THE NEWS- 12.56PM		12.56-12.59PM	12.45	4,280	5.5	3,730	4.8	20	4.8			3,970	5.1	3,420	4.4	19	4.4		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,810	4.9	3,270	4.2	18	4.2			3,890	5.0	3,580	4.6	19	4.6		
CBS JS CLAY COURT TENNIS- 4.45PM		4.45- 4.48PM	4.45									6,220	8.0	2,490	3.2	11		4.3	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,630	2.1	1,400	1.8	22	1.8			1,950	2.5	1,950	2.5	25	2.5		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,020	2.6	1,950	2.5	20	2.5			2,020	2.6	1,870	2.4	19	2.4		
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,270	4.2	3,190	4.1	24	4.1			2,410	3.1	2,410	3.1	19	3.1		
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	2,960	3.8	2,880	3.7	19	3.7			2,880	3.7	2,720	3.5	18	3.5		
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,190	4.1	2,960	3.8	17	3.8			3,420	4.4	3,190	4.1	19	4.1		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,970	5.1	24	5.1			3,030	3.9	2,800	3.6	17	3.6		
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,970	5.1	3,810	4.9	22	4.9			3,420	4.4	3,350	4.3	19	4.3		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,200	5.4	3,970	5.1	23	5.1			3,420	4.4	3,190	4.1	18	4.1		
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,720	3.5	2,570	3.3	15	3.3			2,330	3.0	2,260	2.9	12	2.9		
DAY SUNDAY																			
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.04AM	+GRID	1,790	2.3	1,630	2.1	11				2,490	3.2	1,950	2.5	13			
	2	10.30-11.06AM	+GRID						1.9								2.8		
			11.00																
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,020	2.6	1,870	2.4	11	2.4			2,100	2.7	2,020	2.6	12	2.6		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,020	2.6	1,870	2.4	11	2.4			1,710	2.2	1,560	2.0	8	2.0		
CBS IN THE NEWS-8.26AM-SUN		8.26- 8.29AM	8.15	390	.5	390	.5	8	.5										
CBS IN THE NEWS-8.56AM-SUN(SUS)	2	8.56- 8.59AM	8.45																

CBS IN THE NEWS-8.56AM-SUN.(SUS) 1 8.56- 8.59AM 8.45
CBS US CLAY COURT TENNIS-SUN.(S) 2 2.00- 4.39PM +GRID 4.30

9,180 11.8 3,190 4.1 13 4.1

Correction Notice

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August 21, 1981

NIELSEN NATIONAL TV RATINGS REPORT 1st JULY 1981 REPORT June 29-July 12, 1981

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 1	DAY	START TIME	DUR	NET	PROG. TYPE?	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
PAGE 32														
DOCTORS						185	177	180	88	88	A	3.1	12	241
M-F						12.30P 30 NBC DD					B	3.8	15	296

Nielsen NATIONAL TV AUDIENCE ESTIMATES

					WEEK 1						TELE-CAST DAYS
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	
DAY	NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%	%	
PAGE A-22											
DAY MON-FRI											
NBC	DOCTORS	1	12.30P	12.45 1.00	3112	4.0	2567	3.3	12	3.3 3.4	M-F M-F

Bulletin

A.C. Nielsen Company

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August 21, 1981

ROYAL WEDDING SEEN LIVE BY HALF OF U.S. TV HOUSEHOLDS

The wedding of HRH the Prince of Wales and Lady Diana Spencer and the attendant festivities were carried live by the television networks at 5-10AM New York Time on Wednesday, July 29, 1981.

NTI estimates of the audience reached by this event in the United States over the combined facilities of the three national TV networks are as follows:

	<u>PERCENT</u>	<u>MILLIONS</u>
Total Audience	49.9	38.8
Average Audience		
Total Duration	18.3	14.2
By Half-Hours		
5-5:30AM	8.1	6.3
5:30-6AM	9.7	7.6
6-6:30AM	14.9	11.6
6:30-7AM	18.8	14.6
7-7:30AM	21.6	16.8
7:30-8AM	22.7	17.7
8-8:30AM	23.5	18.3
8:30-9AM	22.4	17.4
9-9:30AM	21.1	16.4
9:30-10AM	20.4	15.9

Bulletin

PRESIDENT REAGAN'S ECONOMIC MESSAGE

On Monday, July 27, 1981, President Ronald Reagan urged the Nation to support his package of tax and budget cuts. The talk was carried live by the television networks at 8-8:30PM New York Time.

NTI estimates of the combined audiences of the three national networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	36.9	28.7
Average Audience		
Households	32.5	25.3

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